



Strategies Unlimited

STRATEGIES IN LIGHT

Business Opportunities in Advanced LEDs

February 10-11, 2000

**Hyatt Regency San Francisco Airport
Burlingame, California 94010**

Advanced LEDs have opened new business opportunities that are forecast to surpass \$1 billion within five years. A variety of new lighting applications are taking advantage of the LED's full-color spectrum and high-intensity performance to open new applications which promise annual growth rates in excess of 50% per year.

Now, for the first time,

A Business Conference Devoted To LEDs

STRATEGIES IN LIGHT will explore business opportunities in LEDs for the coming decade:

- Market outlook
- Current applications
- Future applications
- Technology outlook
- Business and financial outlook

and the promise of **Solid-State Lighting**.

One and one-half days will be devoted to:

- Presentations
- Panel discussions
- Informal discussions

Meet and mix with the world leaders in LEDs!

**PLAN TO ATTEND THIS UNIQUE
INDUSTRY EVENT!**

THE PROGRAM

✳ **WORLDWIDE LED MARKET OUTLOOK**
From the LED Industry's leading analyst, Dr. Robert Steele of Strategies Unlimited.

✳ **CURRENT APPLICATIONS**
Market leaders in large-area, full-color video displays, automobile interior, automobile exterior, and signals will discuss their perspectives.

✳ **ILLUMINATION TRENDS**
LEDs in solid-state lighting applications will be discussed by the world's three largest suppliers:
- Osram Opto Semiconductors (Osram and Siemens)
- GELcore (GE Lighting and EMCORE)
- LumiLeds (Philips and Agilent)

✳ **TECHNOLOGY OUTLOOK**
The outlook for LED device technology from some of the world's leading technologists (Cree Research, Agilent Technologies, Nitres), and the remarkable developments in **Organic LEDs**.

✳ **WALL STREET PERSPECTIVE**
Views from the financial community (Prudential Securities, Preferred Capital) and from an LED start-up (Uniroyal Technologies).

For both users and suppliers,
STRATEGIES IN LIGHT will focus on the prospects and business opportunities for LEDs during the coming decade.

ACT NOW!! The early registration discount expires December 10, 1999.

Strategies Unlimited has provided market research and strategic planning services since 1979. Offices are located at 201 San Antonio Circle, Suite 205, Mountain View, CA 94040. Telephone (650) 941-3438; fax (650) 941-5120; e-mail info@strategies-u.com; website <http://www.strategies-u.com>.



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(Agenda as of 11/11/99)

Thursday, February 10, 2000

7:30 Registration, Continental Breakfast

8:10 Welcome and Introduction
John Day, President, Strategies Unlimited

8:15 High-Brightness LED Market Overview and Forecast
Robert Steele, Director of Optoelectronics, Strategies Unlimited

Session 1: High-Brightness LED Applications and Trends

9:00 A New Generation of Giant Video Screens
Gary Nalven
SACO SmartVision Inc.

9:30 The Market for Large-Area Full-Color Displays
Tony Turiello, Director
Sony JumboTron

10:00 Coffee Break

10:30 The New Standard for Automotive Interior Lighting
German Auto Manufacturer (*TBD*)

11:00 Trends in Automotive Exterior Lighting
Ron Steen
Cadillac Motor Car Division
GM North Amer Car Group

11:30 The Conversion to LED Signaling
Gary Durgin, Vice President of Marketing, Dialight

12:00 Lunch, Luncheon Speaker
The LED Revolution in the Lighting Industry
Joel Hutt, Director
Global Market Development
GE Lighting

Session 2: LEDs in Illumination Applications

1:30 Overview of High-Efficiency Lighting Technologies
Steve Johnson, Lighting Group Leader, Lawrence Berkeley National Laboratory

2:00 The Path to LED Illumination — 1
Peter Van der Harst, LumiLeds, Illumination Business Unit

2:30 The Path to LED Illumination — 2
Thomas Pozda, GELcore

3:00 The Path to LED Illumination — 3
Norbert Hiller, Osram Opto Semiconductors

3:30 Coffee Break

4:00 Color Lighting Applications
George Mueller, President and CEO, Color Kinetics

4:30 Industrial Lighting with LEDs
Jordan Papanier, Marketing Manager, and Pervaiz Lodhie, President, LEDtronics

5:00 Illumination Panel Discussion
LBNL, Lumileds, GELcore, Osram, Color Kinetics, LEDtronics

6:00 Conference Reception



Friday, February 11, 2000

7:00 Continental Breakfast

Session 3: The Future of High-Brightness LED Technology — Performance, Pricing, and Applications

- 8:00 Outlook for GaN Blue, Green, and White — 1
Steven DenBaars, Assoc. Professor,
Materials and Electrical Engineering,
UC Santa Barbara, and Vice President
of Technology, Nitres
- 8:30 Outlook for GaN Blue, Green, and
White — 2
Mike Dunn, General Manager,
Optoelectronics, Cree Research
- 9:00 Outlook for InGaAlP Technology
George Craford, Agilent Technologies
- 9:30 Organic LED Status and Market
Potential
Robert Steele, Strategies Unlimited
- 10:00 Coffee Break

Session 4: Business and Financial Perspective

- 10:30 Wall Street Perspective 1
Hans Mosesmann, Vice President,
Prudential Securities
- 11:00 Wall Street Perspective 2
J. D. Abouchar, Preferred Capital
Markets
- 11:30 Business Perspective from an
LED Start-Up
Robert Soran, President, Uniroyal
Technologies
- 12:00 Adjourn



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CONFERENCE REGISTRATION

	Number of Attendees	Total
REGISTRATION FEE Before December 10, 1999 <input type="checkbox"/> \$995 After December 10, 1999 <input type="checkbox"/> \$1,195 <small>Registration fee includes conference attendance, lunch, two continental breakfasts, the reception, and a complete set of conference presentation charts.</small>		
SECOND REGISTRATION FROM THE SAME COMPANY Second Person Registration Fee <input type="checkbox"/> \$1,050		
TOTAL PAYMENT		

☐ Full payment enclosed ☐ Purchase Order No. _____ ☐ Bill company
☐ VISA or ☐ MasterCard No. _____ Exp. date _____

Name _____

Signature _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Country _____ Phone _____ Fax _____

E-mail _____

Make **HOTEL RESERVATIONS** directly with Hyatt Regency San Francisco Airport,
1-800-720-0059.

Special conference rate of \$179 per night if you mention **STRATEGIES IN LIGHT**
until January 21, 2000.

Fax this form to Strategies Unlimited at (650) 941-5120



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